

# HIGH QUALITY SEEDS COMPANY

P O BOX 47478 NAIROBI

TEL: 080-450469

## AGRODEALER SELECTION CHECKLIST

Date:

		Baraka Agrovet	Farmlink Agrovet
1.	Location of the shop		
2.	Ease of identification/Branding		
3.	Trade licenses		
4.	Trade history of the agrodealer		
5.	Credit history		
6.	Reputation of the proprietor		
7.	Shop display		
8.	Training and experience of the sales people		
9.	Referrals from other seed companies		
10.	Customer service		
11.	Demo plot		
12.	Conducts marketing drives e.g. Village promos		
13.	Value added service- Agronomy team, complaint handling mechanism		
14.			
15.			
16.			
17.			
	<b>TOTAL</b>		

3- Excellent    2- Agreeable    1- Poor

RECOMMENDATION: